Abstract

The present invention provides a computer implemented system and method for

5   facilitating the development of strategic options. As embodied in a computer system, the

invention, for example, prompts a user to generate strategic options. As the user inputs

strategic options in response to the prompt, the options are received, stored, and organized

into a list of strategic options. From the list of strategic options, one or more strategic options

may be selected for further analysis using predetermined implementation criteria. In one

10   embodiment implemented on a computer system, the present invention enables a user to

perform more than one strategic option exercise to develop a number of strategic options.